

## Article - State Government

[\[Previous\]](#)[\[Next\]](#)

§9-943.

(a) (1) For the purposes of reaching any veteran, veteran's dependent, or veteran's survivor in need of assistance in obtaining services or benefits granted by the law, the director shall develop and implement a communications and outreach plan.

(2) In order to carry out the director's responsibilities under paragraph (1) of this subsection, the director may:

(i) enter into contracts; and

(ii) work with governmental units and community-based organizations, including the Maryland Department of Health, the Department of Aging, faith-based groups, veterans groups, senior centers, adult day care centers, institutions of higher education, and other entities the director considers appropriate.

(b) (1) The director shall develop mechanisms for outreach to be disseminated by direct mail and through community-based veterans organizations, the Department of Veterans Affairs, the Department of Human Services, the Maryland Department of Health, and any other State agency or unit the director considers appropriate.

(2) Communication mechanisms shall include:

(i) designing marketing materials describing the services provided by the Program;

(ii) a regular electronic newsletter;

(iii) brochures describing various benefits or any other issue or benefit of interest to veterans or their dependents; and

(iv) other measures the director considers appropriate.

(c) The Department shall communicate welcome home information to veterans returning to the State.

(d) The Department, in conjunction with the types of community-based organizations listed in subsection (a)(2) of this section, shall develop communication

tools to assist in identifying veterans and dependents who may be eligible for benefits and programs offered by the Department.

(e) The Program shall:

(1) manage the Maryland Veterans Service Animal Program and Fund established under Part VIII of this subtitle;

(2) coordinate the responsibilities of veterans' services specialists designated under § 9–944 of this subtitle; and

(3) manage Department media relations, web content, social media, internal and external communications, customer service training, and intergovernmental relations.

(f) The director shall serve, as necessary, as the Secretary's designee to appropriate commissions, workgroups, and councils.

[\[Previous\]](#)[\[Next\]](#)